

New Jersey LMSC Board Meeting Minutes

Time 10:00am Sunday, December 2, 2007

Berkeley Aquatic Club

Berkeley Heights, NJ

Attendees:

Board Members

Chris McGiffin

Darek Hahn

Ed Tsuzuki

Susan Kirk

Tom Brunson

Non-board Members

Jeff Jotz

Karin Adams

Visiting Members

Mike Fanelli

Denise Carlson

Rosanne Lemongello

Meeting was called to order at 10:50am

Action items bolded

I. Officer Reports

a. Newsletter (L. Brown-Kuhn-absent~report sent to the Chair, Chris), K. Adams)

i. Remaining issues for this year

1. November/December issue is posted

a. 60 printed copies

2. January/February issue will have late December deadline for submissions

a. it will contain the registration fee increase explanation written by Chris

3. other 2008 issues will be March, April, May/June, July/August, September, October and November/December

a. discussion about why double month issues?

i. Tom explained that it used to be 12 issues and then about 4-5 years ago it was cut back to the 8 issues/year due to the rising costs of printing.

ii. Karin suggested going to 6 issues and print them all in color

1. put this idea on an upcoming agenda for further discussion

ii. Linda would like to continue as editor of the Fast Lane.

1. Linda will contact Bill Volckening to gather information about the selection process of Best Newsletter of the Year with that being the goal for The Fastlane

2. Susan recommended that Linda should also contact the Communications Committee for additional guidance.

3. Karin suggested that we focus on more in-membership authors for newsletter articles.

b. Treasurer (S. Lillis) (absent)

i. 2008 Updates

1. Tom reported that for the month of November, we owe National \$1825 for registrations and donations

a. 65 registrants

b. \$21 for the foundation

c. \$15 for the HOF

- c. Registrar (T. Brunson)
 - i. Online Registration Update
 - 1. bumpy start
 - 2. launched on Nov 6th for registrars
 - 3. delayed club registrations negatively impacted NJ LMSC
 - 4. updated forms/cards print out great
 - a. changed to #10 window envelopes
 - b. no more address labels
 - 5. Darek commented about USA-Triathlon's packet of
 - a. card
 - b. key chain small card (like grocery cards)
 - c. bag tag
 - 6. Rosanne commented how nice it would be to have our membership cards printed on thin plastic
 - 7. The printing of the cards will eventually transition to National, so we should hold off to see what their plans will be.
 - 8. National has promised to have individual registrations online by the end of the year.
 - 9. Rolling membership may be in the pipeline for the future.
 - ii. 2008 Registration Update
 - 1. \$52 in NJ LMSC donations thus far
 - 2. 70 registrations for 2008 thus far
 - a. 18 of those are new registrations
- d. Secretary (S. Kirk)
 - i. Meeting minutes were taken at the February, June, October, and this December 2007 board meeting.
 - ii. Since our last board meeting on October 14th, 2007, 7 NJ LMSC e-mails have been composed and sent out to the NJ LMSC community.
 - 1. Registrant e-mails currently go out to 760 individuals. This is an increase of 170 since 1 year ago
 - a. non-reregistrants for 2007 have not been removed from this list yet
 - b. 2007 non-reregistrants will be removed from the list around Feb or March 2008.**
 - 2. Non-reregistrant e-mails currently go out to 128 former members
 - iii. 2007 Continuous Membership Recognition Program Award winners have been identified. Please see IIa for details.
 - iv. 2006 & 2007 CMRP awards have been identified, vendors found and awards have been ordered, and artwork has been produced. More details under II a i
 - v. NJ LMSC Postal and OW Records have been established dating back to 1998 for the same events as recorded at the national level on USMS.org
 - 1. all records have been compiled and **will be posted on our NJ LMSC website by Ed**
 - 2. Ed will now maintain these records going forward
- e. Sanctions & Safety (D. Hahn)
 - i. Discuss transition
 - 1. write a letter to be posted on the web for potential meet hosts
 - a. including information about a \$100 deposit (separate check) from the meet director to comply with posting results within 2 weeks of the meet. the check would then either be returned or destroyed when the results were posted in a timely manner.
 - b. also include the information about the late sanctioning fee.
 - c. include safety information
 - d. add this letter project to the agenda for 2008**
 - ii. OCY meet?
 - 1. Darek has not heard anything from Lou Petto yet regarding this meet in 2008
 - 2. Darek will pass along the entry form from last year to successor and the form can then be updated for 2008 and sent to Lou to decrease the amount of work that he has to do
 - iii. Sanctioning late fee?
 - 1. **MSA: To impose a \$10/day late fee within 45 days of the meet for all sanction requests. The NJ LMSC Board, led by the sanctions chair, will work diligently to encourage teams to get their applications in early.**
 - iv. Safety?
 - 1. Discussion regarding role of Safety Chair
 - a. act as USMS liaison with meet director about what is required from a safety standpoint.
- f. Top Ten and Records (E. Tsuzuki)
 - i. Ed has accepted the position of Chair for the National Records and Tabulations Committee
 - ii. Long Distance Event Record Updates
 - 1. already covered by Susan above in I d v

- g. Webmaster (E. Tsuzuki)
 - i. still looking for someone enterprising and technically savvy to take on the webmaster position
- h. Open Water (J. Jotz)
 - i. Open water swim clinic tentatively scheduled for June 14^t
 - ii. Awesome turnout in 2007
 - 1. tapped into Danskin Triathletes
 - 2. looking for alternate location
 - 3. require that the participants can swim at least a 500 free
 - 4. all participants must be USMS registered; use OEVT
 - a. USMS BOD wants to increase OEVT for 2008
 - 5. offer a second, perhaps more advanced clinic, with time spent in the ocean (weather permitting)
 - iii. Lavallette 2008 may be a USMS Sanctioned NJ MASTERS One Mile OW Championship
 - 1. contact: Jack Caucino
 - 2. open only to USMS registered swimmers for the NJ OW Championship
 - a. utilize OEVT registrations
 - 3. separate wave for non-USMS swimmers
- i. Ad Hoc Publicity & Marketing
 - i. How can we promote the LMSC to improve visibility and recruit volunteers?
 - 1. There is a Task Force at the National level to try to determine how we can better publicize and market USMS and grow membership
 - 2. Promoting this LMSC
 - a. Internally
 - i. grow volunteer base
 - ii. education about what the LMSC does
 - b. Externally
 - i. know reporters
 - ii. utilize media press releases about meets

II. Old Business

- a. USMS Membership Recognition Program
 - i. Award updates from Sue and Chris
 - 1. for Program Year 2007
 - a. 5YR Continuous Members 25 Bag tags
 - b. 10YR Continuous Members 24 License Plate Frame
 - c. 15 YR Continuous Members 5 Mesh Equipment Bag
 - d. 20 YR Continuous Members 3 Towels
 - 2. Totals for Program Years 2006 + 2007
 - a. 5YR Continuous Members 130 Bag tags
 - b. 10YR Continuous Members 63 License Plate Frame
 - c. 15 YR Continuous Members 26 Mesh Equipment Bag
 - d. 20 YR Continuous Members 28 Towels
 - 3. all items without the "X Years" customization will be offered for sale to the general membership at a premium price to help offset the cost of the Continuous Membership Awards Program
 - 4. all awards are on target to be ready for presenting to the recipients at the 2008 Awards Banquet
- b. New Member Memo Review
 - i. Include the full-sheet color document with the current NJ LMSC Chair's signature with each new member's registration card
 - 1. 50 color printed copies given to Tom by Susan at this meeting

III. New Business

- a. Review Zone Championships at Rutgers
 - i. LMSC assistance, volunteers, ensuring success
 - 1. officials~~good
 - 2. timers and other volunteers still needed
 - ii. Saturday evening social ideas
 - 1. show NJ hospitality to our visitors
 - 2. at restaurant? ie. Harvest Moon
 - 3. at Karin's?

- a. LMSC kick-in some \$\$ towards finger foods? \$200??
 - b. no alcohol connected with USMS or LMSC functions due to insurance
 - c. estimate 50 attendees
 - d. 4pm – 7pm
 - e. BYOB
 - f. donations by attendees will be appreciated
 - 4. communications?
 - a. Karin to pass out flyers at the meet
 - b. have Ali send out an e-mail about the party hosted by Karin
- b. Review convention and new USMS Initiatives
 - i. Convention reports by attending delegates pretty thoroughly covered convention.
 - ii. USMS Club Development Task Force. Julie Heather is looking for volunteers to participate and receive training on facility management and relations, staffing, marketing, budgeting, etc. The position would require both phone and e-mail work and some amount of travel
 - iii. LMSC Development Task Force
 - iv. More information to come about the Task Forces as the year progresses.
- c. LMSC Banquet Planning
 - i. March 1st tentative date
 - ii. **Jeff to provide by e-mail the costs so that we can do a little comparison shopping for future locations**
 - 1. rental hall charge \$500
 - 2. caterer ~\$40/person
 - 3. Y is available
 - 4. **Darek will e-mail Janet Evans to check her availability**
 - 5. Rob is planning on attending again this year
- d. Review LMSC Officer Succession Planning
 - i. need to consider
 - ii. Chris is supportive of term limits for some positions ie. Chair
 - 1. freshen things up
 - 2. opportunity for new ideas to be presented
 - iii. Made more difficult with a small volunteer base
- e. 100 x 100s planning
 - i. **Chris to follow up with Ali**
 - ii. looking for a date in February at Rutgers 8am - 12pm
 - iii. free to membership
 - iv. free food?
 - 1. fruit, bagels, water, snack mix
 - 2. accept donations
 - v. fundraising ideas
 - 1. 50/50 raffle
 - 2. raffle for merchandise
 - 3. vendor on site? probably not appropriate for this event
- f. other marketing ideas
 - i. NJ LMSC table at a local triathlon
 - 1. Hightstown Park and Rec Triathlon
 - 2. **Darek will keep us posted**
 - ii. Offer clinic(s) to prepare triathletes for their swims
 - iii. Brochures for New Jersey Masters
 - 1. contain Places to Swim
 - iv. target the 1400 Danskin women at the expo the day before the event
 - 1. **Denise to provide Chris with the name of a contact associated with the event**
 - 2. **Chris will reach out to the contact**
 - v. target the NJ State Triathlon
 - 1. **Darek will e-mail Chris the contact information for Larry Redrow**
 - 2. **Chris will reach out to the contact**
- g. LMSC Executive Committee Elections
 - i. Mike Fanelli was formally nominated this year for Sanctions and Safety (Darek is stepping down)
 - ii. Jeff Jotz was nominated for Chair but declined due to his time constraints
 - 1. Chair: Chris McGiffin
 - 2. Vice Chair—not filled this at this time
 - 3. Registrar: Tom Brunson

4. Treasurer: Scott Lillis
5. Top Ten/Records: Ed Tsuzuki
6. Newsletter Editor: Linda Brown-Kuhn
7. Secretary: Susan Kirk
8. Sanctions & Safety: Mike Fanelli

- h. Review Ad Hoc Appointments
 - i. Webmaster: Ed Tsuzuki
 1. perhaps Darek easing into the position?
 - ii. Newsletter Graphic Design: Karin Adams
 - iii. Open Water: Jeff Jotz

IV. Next LMSC Meeting

- a. Date Feb or March (not after the 100 x 100s)
 - i. Need to meet before banquet
 - ii. January 26, 2008
- b. Time TBD
- c. Place Ed Tsuzuki's house

V. Adjournment

- a. Meeting adjourned at 12:52pm